

RJ Reynolds
Tobacco Company

Sent Via FAX

September 14, 1995

1636-DM
RM
2
3
4
7
8
20
23
22
26

1638-DM
RM
2
3
5
6
7
21
23
25
26

clm: 9-21-95

M. A. (MIKE) BELNIAK
Chain Accounts Manager

227 B South Street
Hopkinton, MA 01748
508-435-8613
Fax 508-435-8501

To: Boston R.O.U. -- To all Reps in Boston Region
Buffalo R.O.U. -- To all Reps in New Hampshire

For: Dissemination to all RJR Sales and Retail Personnel in the states of:
RI, MA, CT, NH and Maine

Subject: Auburn Merchandise Distributors -- "SEBRING"

Ladies and Gentlemen:

Please be advised that Auburn Merchandise Distributors (A.M.D.) will be aggressively introducing "Sebring" to all levels of retail during the months of September and October, 1995, with special introductory offers.

Initial introduction of "Sebring" will be supported automatically with temporary displays and P.O.S. materials by A.M.D..

On an ongoing basis, A.M.D. will maintain a supply of temporary displays along with an assortment of P.O.S. materials to support this brand.

RJR field sales assistance in conjunction with A.M.D. in the areas of price communication, adequate inventory levels and the availability of permanent displays in appropriate locations will help in establishing "Sebring" as an everyday low price brand in a majority of retail locations.

Attached for your convenience are available support materials as well as A.M.D.'s item reorder numbers.

Your cooperation in supporting this new brand is appreciated.

Sincerely,

Mike
M. A. Belniak

MAB/nsk

Attachments

cc: Division Managers
Retail Managers

"We work for smokers."

51854 7994

AMD INTRODUCES
★ SEBRING ★
CIGARETTES

MANUFACTURED BY RJ REYNOLDS TOBACCO COMPANY

ITEM #	DESCRIPTION
#900	FULL FLAVOR KING
#901	LIGHT KING
#902	LIGHT MENTHOL KING
#903	ULTRA LIGHT KING
#904	FULL FLAVOR 100
#905	LIGHT 100
#906	LIGHT MENTHOL 100
#907	ULTRA LIGHT 100
#908	NON FILTER KING

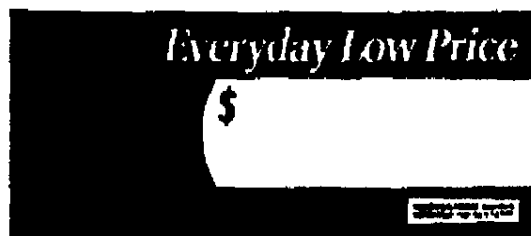


**THE SEBRING BRAND IS A PRICE VALUE BRAND.
IT IS PRICED BELOW THE GENERIC BRANDS.**

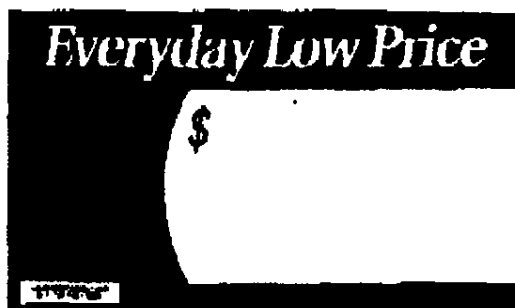
**CONTACT YOUR AMD SALES REP FOR SPECIAL
PRICING AND PROMOTIONS
OR CALL 1-800-365-2888.**

51854 7995

Everyday Low Price Card Sale



▲ **19" CANOPY CARD, 19" x 8 1/4"
Item #168173



▲ **PUMP TOPPER, 21 1/2" x 12 1/2"
Item #394891



▲ *24" PACKAGE MERCH CARD, 18 3/8" x 3 1/4"
Item #394858



▲ CHANNEL STRIP, 13 11/16" x 1 1/16"
Item #394869



▲ **DUMP BIN RISER, 17 1/4" x 14"
Item #403911



*SMALL PPD CARD, 9 1/4" x 4 7/16"
Item #432636



**EXTENDED LARGE PPD CARD, 13 7/16" x 10 1/2"
Item #394847



*LARGE PPD CARD, 13 7/16" x 4 7/16"
Item #394902



SHELF STRIP, 12 1/4" x 4 7/16"
Item #394880



SEBRING
* 441634

*Requires
Small Pack
Sticker



**Requires
Large Pack
Sticker

SEBRING
441623

51854 7996

FOR THE MODULAR FLOOR DISPLAY FOR THE SALE OF MERCHANDISE

ITEM #487376

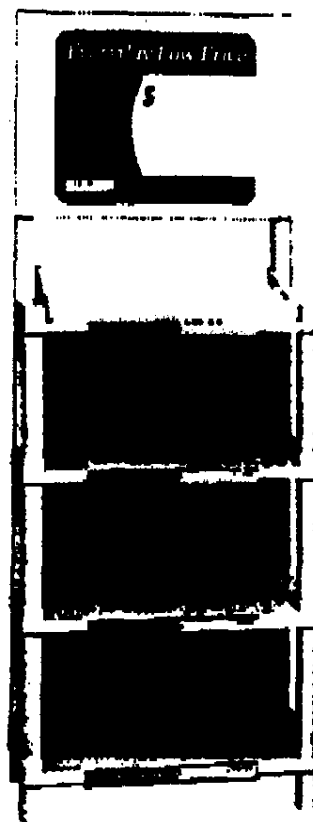
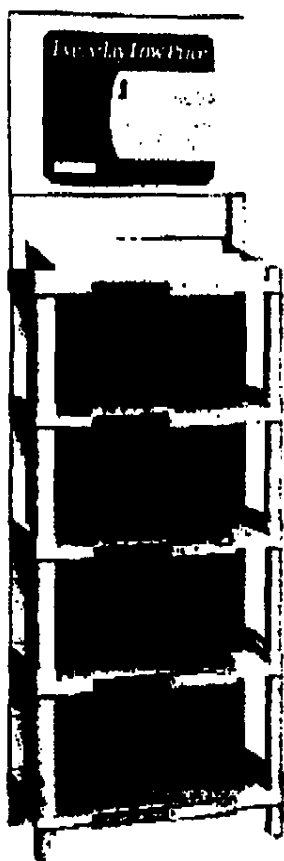
Item #487376

DIMENSIONS
Height - 73 3/4"
Width - 24"
Depth - 11 3/4"

Carton Capacity - 100
Pack Capacity - 90
Packed 1 per case.
POS included.

*Height of Modular Floor
Display can be adjusted by
removing individual
shelves.

Shelf Height - 11 1/2"



ITEM #364366

Item #364366
*(to be used with 364179)

DIMENSIONS
Height - 2 3/8"
Width - 7"
Depth - 5 5/8"

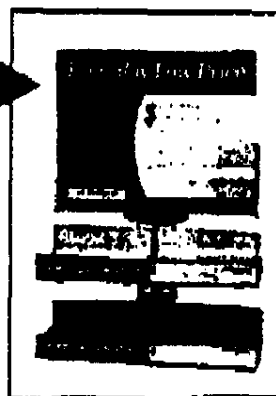
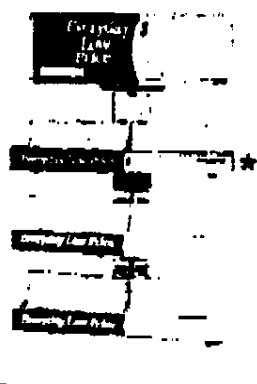
Pack Capacity - 30
Packed 4 per case.
Shelf Strip included.
Header Card not included.

ITEM #364179

Item #364179

DIMENSIONS
Height - 14 1/8"
Width - 13 3/4"
Depth - 5 5/8"

Pack Capacity - 60
Packed 4 per case.
POS included.



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